

## 99-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	運動媒體與公共關係	Serial No. / ID	1412 / BSR5050
Dept.	運動事業管理學系碩士班	School System / Class	研究所碩士班1年1班
Lecturer	熊婉君	Full or Part-time	專任
Required / Credit	Optinal / 3	Graduate Class	No
Time / Place	(四)567 / J109	Language	Chinese

Introduction
<p>This course is aimed to provide an overview of both media and public relations in the sport industries(PSC). Students will be able to understand the theoretical basis of the media, and public relations within the managerial concerns in sports industries, and be expected to encounter ideas that will prompt them to become proactive in their approach to media and public relations rather than reactive (PSC). To facilitate the formulation of individual philosophies (ethical values) and priorities applicable as a sport professional equipped with media and PR ability (PSE).</p>

Outline
<p>Overview of the media relations in sport            Media foundations: history and theories            Sport and media professions and industries            Sport media content            Sport Media regulation and ethics            Media communications and interactions            Public relations with Special events            Sport media planning and promotion            Managing crises, scandals and reputations            Research in sport media relations            The future of media relations in sport</p>

Prerequisite
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